

## ORDER



**Orders**  
**Order / Rev:** 724781  
**Alt Order #:** 06393456  
**Product Desc:** AMERICAN COMMITMENT  
**Estimate:** 597  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Commitment  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	34	\$26,950.00	\$22,907.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	34	\$26,950.00	\$22,907.50	0.00
<b>Totals</b>	<b>34</b>	<b>\$26,950.00</b>	<b>\$22,907.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/31/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$1,200.00		0.00			
2	KPNX	10/31/12	11/01/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WT---	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---		2				\$500.00		0.00			
3	KPNX	10/31/12	11/02/12	M-F 4-5p 12 News EVB	CM	4-5p	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$600.00		0.00			
4	KPNX	10/31/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		2				\$1,000.00		0.00			
5	KPNX	10/31/12	11/02/12	M-F 6-630p 12 News 6pm	CM	6-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$1,500.00		0.00			
6	KPNX	10/31/12	11/02/12	M-F 5-530a 12 News Today	CM	5-530a	--WTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--		3				\$250.00		0.00			

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Advertiser: American Commitment  
 Product Desc: AMERICAN COMMITMENT  
 Estimate: 597  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	11/03/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$500.00		0.00			
8	KPNX	11/03/12	11/03/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$700.00		0.00			
9	KPNX	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$500.00		0.00			
10	KPNX	11/04/12	11/04/12	Sun 8-10a 12 News Sun Today	CM	Various	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$500.00		0.00			
11	KPNX	11/05/12	11/06/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$1,200.00		0.00			
12	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
13	KPNX	11/05/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p	M-----	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$600.00		0.00			
14	KPNX	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,000.00		0.00			
15	KPNX	11/05/12	11/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	M-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					2	\$1,500.00		0.00			
16	KPNX	11/05/12	11/06/12	M-F 5-530a 12 News Today	CM	5-530a	MT-----	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					2	\$250.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 34 \$26,950.00